

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant | : James A. Harding, et al. |
| App. No | : 10/750,163 |
| Filed | : December 31, 2003 |
| For | : PROFILING ITEMS SELLERS TO INFORM ITEM PURCHASING DECISIONS AND BUILD TRUST IN A MULTIPLE-SELLER MARKET PLACE |
| Examiner | : Amee A. Shah |
| Art Unit | : 3625 |
| Conf No. | : 5011 |

RESPONSE TO MARCH 26, 2009 OFFICE ACTION

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

This communication is in response to the March 26, 2009 Office Action.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.